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# IDEA OUT 设计大声说

HALL  
4号馆  
深圳会展中心  
2018.3  
19-21



SHENZHEN  
CREATIVE  
WEEK  
深圳时尚家居设计周  
暨33届深圳国际家具展



## IDEA OUT 设计大声说

当未来已来,更可持续的生活形态成为人类发展的基本需求,我们迫切地需要在不同的层面作出改变。一盏环保的家饰,一个小的决定,延展至一座城,这座城的资源消费形态,单个的你我所做的每一抉择,又将如何造成全球性的影响?

2018年3月19-21日,深圳时尚家居设计周之“设计大声说”论坛,深圳会展中心4号馆,将跨越从设计到文化、商业、品牌、材料与生活形态、城市与生态等众多热议题材,力邀多行业的知名人士、精英人物、新起之秀、明日之星出任演讲者,赋予设计新的能量。

三天,六大主题,二十三场,从多维的角度,从传统意义上,打破既定的设计价值,诠释出独特的见解,呈献年度别具启发性的干货,这一次,不干不散!

The future is coming. A more sustainable life style has become the basic need of human development, which requires us to make a change on different level. We make choices of, from a small eco-furnishing decoration, a city, to its resources-consuming form. Actually, what kind of impact will these choices have on our world?

The Idea Out Forum convenes numerous industrial professionals, idea/content generators and design talents. Discussions will cover trending topics within the fields of design, culture, business, branding, new material, urban development. 3 days and 23 speeches! Welcome to the Idea Out Forum!



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## 分主题 1 | 材料与生活形态

11:30 - 12:10 演讲题目：打造母性空间 | 演讲者：吴迪  
12:25 - 13:05 演讲题目：融，从过去的手工艺到未来的设计 | 演讲者：张雷

## 分主题 2 | 产品体系及品牌塑造价值

13:15 - 13:55 演讲题目：品牌基因如何决定产品体系  
演讲者：崔卓君  
14:05 - 14:45 演讲题目：设计，品牌的利刃与伪品牌的毒药——什么才是企业品牌化进程的核心  
演讲者：周宸宸  
14:55 - 15:35 演讲题目：设计驱动音乐消费升级及品牌制造 | 演讲者：林桓民  
15:45 - 16:25 演讲题目：品牌的价值：意大利设计与中国制造共生的未来  
演讲者：陈大仁  
16:30 - 17:00 演讲题目：生活艺术-意大利生活方式 | 演讲者：Gabriele Cappelletti  
17:05 - 17:35 演讲题目：走进意大利传统家具制造的新“文艺复兴”时代  
演讲者：Gabriele Goretti

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## 分主题 3 | 窥探文化与商业间的新契机

10:00 - 10:40 演讲题目：设计与艺术 | 演讲者：陈德坚  
10:55 - 11:35 演讲题目：从入侵到共生-寻找可持续的乡建之路 | 演讲者：金雷  
11:50 - 12:50 演讲题目：民宿设计，情怀还是商业？  
演讲者：方信原、关天硕、葛亚曦、庞喜、许婧  
13:05 - 13:45 演讲题目：可持续发展的传承2.0 | 演讲者：颜宥

## 分主题 4 | 探索设计认知的边界

14:00 - 14:40 演讲题目：人工智能时代的人类自我完善 | 演讲者：董灏  
14:55 - 15:35 演讲题目：设计未来的家和办公室 | 演讲者：范阳  
15:50 - 16:30 演讲题目：珠宝、艺术、美 | 演讲者：彭俊杰

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## 分主题 5 | 一座城的精神探索

10:30 - 11:10 演讲题目：深圳视野工作坊分享会 | 演讲者：Clara del Portillo & Alex Selma, Eduardo Alessi, Ettore Giordano, Tommaso Masera, 李天, Innocenzo Rifino, Isaac Piñeiro  
11:25 - 12:05 演讲题目：设计创新推动城市质量发展 | 演讲者：Riccardo Balbo  
12:20 - 13:00 演讲题目：深圳特有的设计机遇 | 演讲者：Ole Bouman  
13:15 - 13:55 演讲题目：设计食物 - 被吃下去的信息 | 演讲者：曾熙凯  
14:10 - 14:40 演讲题目：中芬合作-设计师的挑战与可能性  
演讲者：Tapio Anttila, Jonas Hakaniemi

## 分主题 6 | 设计提案：有态度，有理想

14:55 - 15:15 演讲题目：设计，让民艺与世界对话 | 演讲者：程诗仪  
15:15 - 16:35 演讲题目：家的弹性力—城市住房变革与居住空间张力 | 演讲者：温可沁  
16:35 - 16:55 演讲题目：设计的核心价值——可感知设计 | 演讲者：章俊杰



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## Sub Theme 1 | Material &amp; Life Form

11:30 - 12:10 Topic: How to Create a Motherly Space? | Speaker: Lyla WU  
 12:25 - 13:05 Topic: Rong - From Tradition Craft to Future Design | Speaker: Lei Zhang

## Sub Theme 2 | Product, Branding &amp; Value

13:15 - 13:55 Topic: Brand DNA in Production Out  
 Speaker: Samuel Choi  
 14:05 - 14:45 Topic: What is the Core of Branding Promotion ?  
 ——Design, Could as the Power of Brand but the Killer of 'Brand'  
 Speaker: Frank Chou  
 14:55 - 15:35 Topic: Design Promotes Music Consumption and Brand Establishment  
 Speaker: Camo Lin  
 15:45 - 16:25 Topic: Value of Brand: The Symbiosis Future of Italian Design and Chinese Manufacturing  
 Speaker: George Dah Ren Chen  
 16:30 - 17:00 Topic: The Art of Life - Italian Lifestyle | Speaker: Gabriele Cappelletti  
 17:05 - 17:35 Topic: Emersa - a New Approach to Create Value for Furniture Clusters by Tuscany Region  
 Speaker: Gabriele Goretti

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## Sub Theme 3 | A Glimpse into Opportunities between Culture and Commerce

10:00 - 10:40 Topic: Art & Design | Speaker: Kinney Chan  
 10:55 - 11:35 Topic: From Intrusion to Co-existence: Finding a Sustainable Way for Rural Construction  
 Speaker: Lei Jin  
 11:50 - 12:50 Topic: The Design of Chinese Local B&B: Passion or Business?  
 Speaker: Fang Shin-Yuan, Guan Tianqi, Kot, Layla Xu, Pang Xi  
 13:05 - 13:45 Topic: The Sustainability of the New Craft Design | Speaker: Mimi Yan

## Sub Theme 4

## Exploring the Boundary of the Cognition of Design

14:00 - 14:40 Topic: Human Self-Improvement in the Age of Artificial Intelligence  
 Speaker: Hao Dong  
 14:55 - 15:35 Topic: Design the Future Home & Office | Speaker: Yang Fan  
 15:50 - 16:30 Topic: Jewelry. Art. Beauty | Speaker: Vowsin Peng

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## Sub Theme 5 | To Explore the Spirit of a City

10:30 - 11:10 Topic: Marmo Workshop | Speaker: Clara del Portillo & Alex Selma, Eduardo Alessi, Ettore Giordano, Tommaso Maserà, Tony Lee, Innocenzo Rifino, Isaac Piñeiro  
 11:25 - 12:05 Topic: Designscape: Urban Quality through Design Innovation | Speaker: Riccardo Balbo  
 12:20 - 13:00 Topic: Specific Design Opportunities for Shenzhen | Speaker: Ole Bouman  
 13:15 - 13:55 Topic: Design Food - Editorial Edible Information | Speaker: Shikai Tseng  
 14:10 - 14:40 Topic: Cooperation between Finnish and Chinese - Challenge and Opportunity for the Designer  
 Speaker: Tapio Anttila, Jonas Hakaniemi

## Sub Theme 6 | Design Proposal

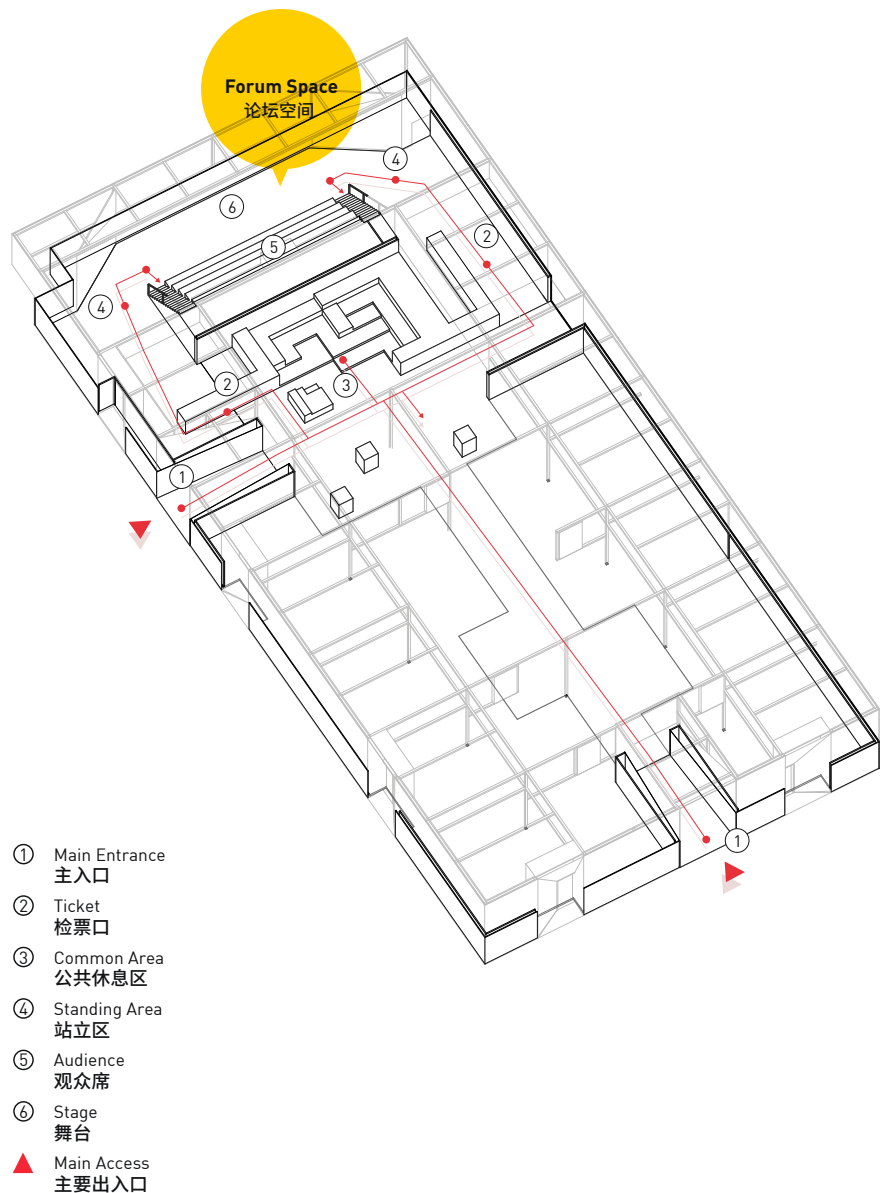
14:55 - 15:15 Topic: Design, the Tool to Make Craft Dialogue with the World | Speaker: Ash Cheng  
 15:15 - 16:35 Topic: Resilience Of Home — Urban Housing Reform & Living Space Tension  
 Speaker: Irina Wen  
 16:35 - 16:55 Topic: The Core Value of Design——Perceivable Design | Speaker: Junjie Zhang

## 从家居、深圳、到全世界

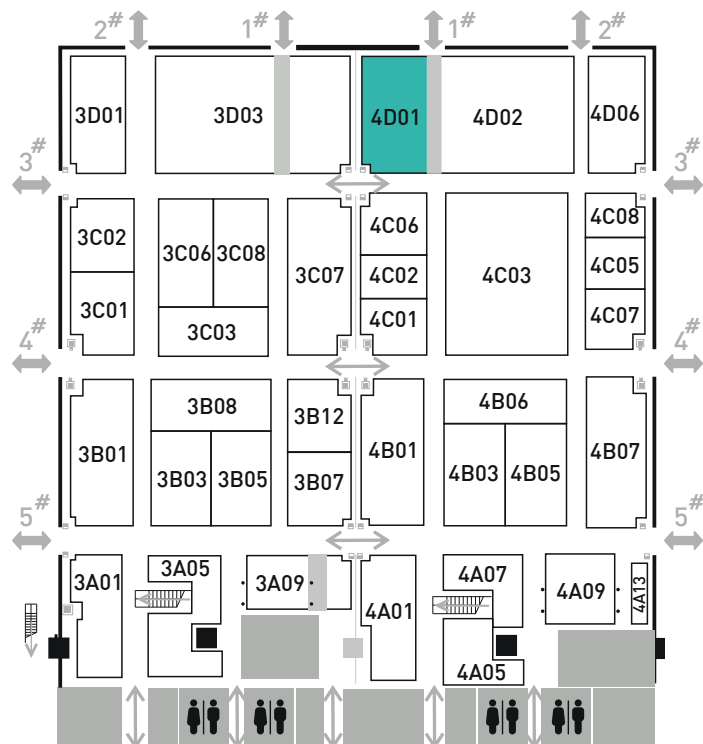
打造一个更为可持续的未来，需要在不同的层面上去改变生活形态。而这改变，从选择一个小的家居用品开始，到择一城而终老，你的世界，在这选择的一步步中，缔造出整个人生的最终模样。那整个世界呢？每一心神的律动，每一业态的波动，每一领域的交互，是如何给全球带来不可预估的影响呢？

## From the Home, to Shenzhen, to the World!

Creating a more sustainable future requires making lifestyle changes on many different levels. This starts from a small choice to buy a piece of furniture, to a big choice to decide a city to live. Your whole world, will shape based on these choices. Likewise, changes will shape the world. The heartbeat of every creature, the ups and downs in every industry, and every breakthroughs or moves to cross boundaries in a field. How will these changes influence the world?



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靠设计  
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# 1

## 材料与生活形态 Material & Life Form

好的设计能够创造性的解决问题，设计师也正在变成新时代的工匠，重新将制造过程掌握到自己手中，一如奋起的材料产业。新材料的兴起与应用，帮助缩短了制造的生产周期，也模仿起艺术家的手工雕刻技术，或者改变物质的物理性质，如玻璃表面能够像海绵一样吸收冷凝水，如纺织品能够增强混凝土的超高性能。新兴材料的兴起，给未来的生活带来怎样的精彩？让我们拭目以待。

As the development of technology, an increasing number of new material is booming. What kind of impact does the new material have on our society and life? Go and listen to find out the magic behind it.

分主题1  
材料与生活形态  
Material & Life Form

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打造母性空间\*

How to Create a Motherly Space?

11:30 - 12:10

材料如何帮助产业解决诸如污染、浪费、工艺等问题，新材料与新技术如何影响空间设计的理念和方法，空间设计领域围绕新材料进行的设计实践，新材料如何给空间设计及相关产品带来全新体验和革命性改变。从新材料的角度出发，解读新材料引领之下的空间设计未来趋势。

\*“母性空间”是指建造时使用结合先进技术的材料，而让使用者倍感关怀的空间。

How could material help industries to solve problems such as pollution, waste, manufacturing? What's the influence of new material and new technology on space design philosophy and methodology? What is the current practice in space design with new material? How could new material bring new experience and revolution to space design and related products? Here you will find the forecast of space design trends led by new material.



吴迪  
中国  
Lyla WU  
China

连联设计集团创始人及  
首席执行官  
Founder & CEO  
of Neuni Group

分主题1  
材料与生活形态  
Material & Life Form

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融，从过去的手工艺到未来的设计

Rong-From Tradition Craft to Future Design

12:25 - 13:05



张雷  
中国  
Lei Zhang  
China

品物流形创始人  
From 余杭融设计图书馆创始人  
融设计展策展人、From 余杭项目发起人  
Founder of PINWU Design Studio  
Founder of Rong Design Library  
Curator of Rong Design Exhibition  
and From Yuhang Project

传统手工艺如何融入当代设计？融设计图书馆与品物流形的创始人张雷在过去的14年间里，率领团队，用融-解构的方法体系，对中国31个省的传统手工艺进行了考察与研究，并基于此研究，将这些传统的手工艺融入到中国当代设计师的设计创作里。张雷将会在这次演讲中，为我们讲述他和融设计图书馆、品物流形的发现与答案。

How do traditional crafts and the contemporary design integrate well? Lei Zhang, the founder of PINWU Design Studio and Rong Design Library, led his team to conduct a deep research on traditional crafts in 31 provinces in China to find out the answer. In his speech, Lei Zhang is going to share his discoveries and findings.



# 2

## 产品体系及品牌塑造价值 Product, Branding & Value

在当今的商业社会，人们越来越看重品牌与产品的价值。但如何在快速的产品更迭时代，在优胜劣汰的竞争中脱颖而出，让品牌与产品的价值与消费需求吻合，让品牌与产品持续发力？产品体系的建立，品牌的运营，是否在这场竞争中完成价值的实现？

In the current commercial world, the value of branding and product management are the key weapons to fight against opponents of its and other kinds. Therefore, establishing a product management and a branding system is playing a more and more important part in the fight. But is it the solution to it? Try to find out the answer here.

### 分主题2 产品体系及品牌塑造价值 Product, Branding & Value

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### 品牌基因如何决定产品体系 Brand DNA in Production Out

13:15 - 13:55

不同的品牌塑造了不同的产品，起决定作用的就是品牌基因。深圳家具研究院如何帮助喜临门、金牌橱柜等六大上市企业系统塑造产品体系，其要义就是认清品牌基因，以及围绕品牌基因建设好产品系统，化劣势为优势。

Different brands shape different products, which play a decisive role in brand DNA. In the past few years, Shenzhen Furniture Research & Design Institute helped six listed companies finished product system. The essence is to recognize the brand DNA and to build a production system. It makes disadvantage into advantage.



崔卓君  
中国

Samuel Choi  
China

深圳家具研究院战略设计部经理

Strategy Design  
Manager of SZFDI

## 分主题2

### 产品体系及品牌塑造价值 Product, Branding & Value

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#### 设计, 品牌的利刃与 伪品牌的毒药—— 什么才是企业品牌化进程的核心

14:05 - 14:45

**What is the Core of Branding Promotion ?  
—Design, Could as the Power of Brand but  
the Killer of 'Brand'**

中国家具产业发展至今, 由于其产业特殊属性, 实际上才刚刚迈出初期资本积累成功后的享乐期。但随着消费者认知水平的开放与深入, 中国家具产业必然从「初期资本积累」的阶段踏入「品牌思维」时代。对于传统的中国家具产业的企业家们而言, 如何利用设计作为利刃, 让企业跟上时代, 则是一个急需谋划的问题。

Currently, the furniture industry in China has just finished the early stage of capital accumulation due to its own development process. But as the branding era is approaching, how to use design as a tool to exist to keep up with the world is still a problem that needs everyone in the furniture industry to think about.



周宸宸  
中国

Frank Chou Design Studio  
创始人及创意总监

Frank Chou  
China

The Founder and  
Creative Director of  
Frank Chou Design Studio

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#### 设计驱动音乐消费升级及品牌制造 Design Promotes Music Consumption and Brand Establishment

14:55 - 15:35

音乐的消费升级如何影响设计扮演的角色? 两者如何结合与变现? 林桓民创立的嘿哟音乐与HYM两个品牌, 从黑胶唱机和中国原创黑胶内容中构建用户的全新音乐体验, 满足了中国独立黑胶音乐的发行需求, 由此形成内容提供与用户需求的完整闭环。论坛中, 林桓民将带我们剖析设计如何驱动产业, 实现设计变现的价值。

How does the music consumption upgrading affect the design? How does design and music integrate and realize the value of each other? Heiyo Music, the brand to produce vinyl record players, and HYM, the brand to output China original vinyl content, both set up by Camo Lin, created a brand new music experience for customers and thus met great needs for the independent vinyl music. In his speech in the Idea Out Forum, Camo Lin will analyze how design becomes an engine to drive the development of the industry and how design realizes its commercial value.



林桓民  
中国台湾

深圳嘿哟音乐  
HYM联合创始人  
台湾三点水文化创意创办人

Camo Lin  
Taiwan, China

Co-founder of HYM originals  
Founder of Drii Design

## 分主题2

### 产品体系及品牌塑造价值 Product, Branding & Value

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#### 品牌的价值： 意大利设计与中国制造共生的未来 Value of Brand: The Symbiosis Future of Italian Design and Chinese Manufacturing

15:45 - 16:25

Angelo Vasino, 意大利一个著名高端时尚女装与家饰面料品品牌, 由Vasino家族负责设计、开发、供应。Angelo Vasino的现任主席Renato Vasino, 在过去和深圳家具行业协会深入合作的三年里, 从中备受启发, 在这次论坛上, Renato将以“COLORE by VASINO”这个项目为例, 讲述如何为成长中的中国制造企业提供专业的团队支持, 挖掘其中独特的合作契机, 开辟出一条集中意两国顶尖家具企业优势的全新路径。

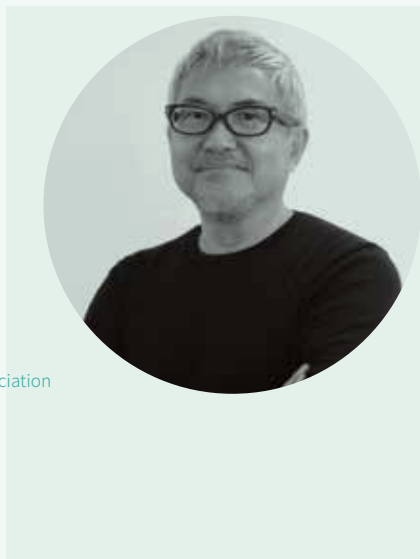
Inspired by the co-operation with Shenzhen Furniture Association for the last three years, Renato Vasino, the president of Angelo Vasino, would like to share his experiences and give a speech about what kind of team support he is able to provide for Chinese manufacturing enterprises, using the example of COLORE by VASINO. Angelo Vasino, with its ladies fashion and home textile producer, fabric designer and supplier, the Vasino family, has been providing high quality fabrics and services for the world top luxury brands over decades.

#### 陈大仁 中国香港

香港科学园 Ecoinnno CEO  
深圳市家具行业协会  
品牌战略规划师

#### George Dah Ren Chen Hong Kong, China

CEO of Ecoinnno (Hong Kong) Limited  
Brand Adviser of Shenzhen Furniture Association



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16:30 - 17:00



## 生活艺术— 意大利生活方式

The Art of Life - Italian Lifestyle



#### Gabriele Cappelletti

意大利 Italy

意大利知名建筑师 Architect

家具设计师 Chief Designer of

CAPPELLETTI设计工作室合伙人

CAPPELLETTI Design Studio

在这次论坛上, Gabriele Cappelletti将从食物、设计、时尚、美学到历史传承等多个角度介绍意大利生活方式的价值, 讲述意大利人的生活习惯, 以及他们的生活习惯如何影响城市文化和社会架构。同时, 也会阐述意大利生活方式是如何在家具设计中体现, 以及意大利设计师是如何将浓厚的个人风格融入作品当中。

Gabriele will give an introduction of every value of Italian lifestyle in various areas like food, design, fashion, beauty, historic heritages. At the same time, he will talk about some life habits of Italian people and how these habits affect the culture and the social structure. Gabriele will also give an explanation of how Italian lifestyle is integrated in the furniture design and how it influences Italian designers when they design.

## 分主题2

### 产品体系及品牌塑造价值 Product, Branding & Value

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## 走进意大利传统家具制造的新 “文艺复兴”时代

### Emersa - a New Approach to Create Value for Furniture Clusters by Tuscany Region

17:05 - 17:35

网络社交、打造品牌、设计、高质量和创新是立足于国际竞争中的关键点。一个传统家具制造群体怎样才能成功推动新的“文艺复兴”？如何将传统与创新结合起来并促进网络社交？如何以叙事的方式来创造价值？走进“Emersa”项目，走进意大利传统家具制造的新“文艺复兴”时代，和意大利著名建筑师兼学者Gabriele Goretti了解意大利托斯卡纳区政府是如何促进当地著名家具制造群体更新换代的。

Networking, branding, design, high quality and innovation are the key topics to stand global competition. How can a traditional furniture district to successfully build up a new "Renaissance"? How is it possible to connect old traditions and innovation and to stimulate networking? How to create value through a story telling? Discover the new approach and tools developed by Tuscany with Gabriele Goretti, the famous architect and scholar.



Gabriele Goretti

意大利 Italy

建筑师 Architect

Emersa系列产品的设计师 Designer of Emersa Collection

3

## 窥探文化与商业间的新契机 A Glimpse into Opportunities between Culture and Commerce

一直以来，文化与商业难以达到一个理想的平衡。缺少商业支持的文化，难以很好地与当今社会衔接，将自己的精髓传递给世人；纯粹的商业，在当今以情感为纽带的消费型社会，步履维艰，时兴时衰。文化和商业，如何相辅相成，如何借助商业的力量，将潜藏的文化带入人们的视野，焕发生机与活力，值得我们深入探讨。

For far too long, it's been an argument that how to make use of commercial energy to fuel the life of culture, especially when there is a contradictory that valuable culture can't not be dug out but there's a great need of it. How to fix the contradictory? It's a good question that deserves to ponder.

### 分主题3

## 窥探文化与商业间的新契机

A Glimpse into Opportunities between Culture and Commerce

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### 设计与艺术 Art & Design

10:00 - 10:40



陈德坚 Kinney Chan  
中国香港 Hong Kong, China

德坚设计创办人 Kinney Chan & Associates Founder

来自中国香港德坚设计机构的创办人陈德坚, 热爱艺术, 擅长用多元的手法处理各种不同的空间设计场景, 从日常生活中累积灵感, 对他而言, 每一件微不足道的事都可能成为创作的火花。这次, 他将讲述设计的艺术美。

Kinney Chan is a passionate person, he loves to perform his creatives and innovative ideas in his design. He is good at using variety of techniques to deal with different design scenarios. With his inspirations from his everyday life, he always creates different amazing artistic design.

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## 从入侵到共生—— 寻找可持续的乡建之路

From Intrusion to Co-existence:  
Finding a Sustainable Way for Rural Construction

10:55 - 11:35

乡村旅游现已成为了社会热点。在巨大的商业需求的驱使下, 各方进行运动式的开发, 从而对宝贵的资源造成了巨大的不可逆的破坏。在这样的背景下, 由金雷作为主要的团队成员参与的隐居乡里团队进行了一系列的乡村实验, 如山楂小院一号院。这次的乡村实验, 将改变乡村资源的开发模式, 由入侵向共生的健康模式演化, 迸发出可持续的生命力。在这次演讲中, 他将为我们细述如何为乡村建设寻找到可持续的发展道路。

Rural tours have been a social heat issue in China. Driven by enormous market demands, uneconomical exploitation of rural resources is doing irreparable damage to the rural development. In this context, Lei Jin, as a main member of the Seclusion in the Village, spared no efforts with his team to do a series of rural experiments such as Hawthorn Courtyard to rescue the health of rural development. In his speech, he will share how to find a sustainable way for rural construction.



金雷 Lei Jin  
中国 China

隐居乡里品牌联合创始人  
主笔设计了山楂小院、  
姥姥家等多家网红民宿

Co-founder of the brand 'Seclusion in the Village'  
Designed several well-known country B&B  
such as 'Hawthorn Courtyard' and 'Grandma's Home'



### 分主题3

## 窥探文化与商业间的新契机

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### 民宿设计， 情怀还是商业？

The Design of Chinese Local B&B:  
Passion or Business?

11:50 - 12:50

暖饱思美丑，随着社会消费主体群的变化，有别于传统酒店的民宿逐渐从小众群体的爱好变为了大众选择。评价一家民宿的好与坏，“设计感”成了一个百搭的标准。因此有“设计感”的民宿逐渐成为了当下主流形态。固然，说起“设计感”，每个人都有自己的标准，但把它放入商业语境中思考不失为一件好事。当“设计感”被泛化使用，作为审美职业群的设计师如何看待民宿设计？而作为亲自操刀设计民宿的设计师是如何看待设计之美与民宿商业经营？在这次演讲中，将会为你一一解答迷津。

In the past, bed and breakfast (typically shortened to B&B or BnB) was less popular and preferred by a tiny minority of people. However, as the main consumer group changes, B&Bs gradually become a favorable place for the public to spend their holidays. When it comes to choose B&Bs, the style of the design seems to be the first priority. Thus, a good-style-designed B&Bs turn to be the mainstream of the consumption. But what's the standard of a good-style-designed B&Bs? Besides, how could it realize its commercial value in the competitive market? In this speech, you will find a round table discussion over these questions by 5 designers from B&B Leisure Décor in Hall 6.



葛亚曦  
中国

LSDCASA&再造 创始人、艺术总监  
深圳市室内设计协会轮值会长  
SIID深圳室内建筑设计行业协会理事长

Kot  
China

Founder and Art Director of LSDCASA & ZAI ZAO  
SZARD Rotating President  
Director of SIID Shenzhen Institute of Interior Design



方信原  
中国台湾  
Fang Shin-Yuan  
Taiwan, China

玮奕国际设计事务所创始人 Designer



关天颀  
中国  
Guan Tianqi  
China

空间进化(北京)  
建筑设计有限公司  
创始合伙人/  
设计总监  
Founding Partner &  
Design Director of  
EVOLUTION DESIGN, LLC.



许婧  
中国  
Layla Xu  
China

玮奕国际设计事务所  
艺术总监  
Designer



庞喜  
中国  
Pang Xi  
China

喜舍创始人  
喜研Life品牌顾问  
庞喜设计顾问有限公司  
设计总监  
Founder of XISHE  
Brand Adviser of XIYAN Life  
Design Director of  
Pangxi Design

### 分主题3

## 窥探文化与商业间的新契机

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### 可持续发展的传承 2.0

#### The Sustainability of the New Craft Design

13:05 - 13:45

关于技术、艺术与商业三者之间的平衡点，是判断其是否为可持续性创新及传承的重点。那何为可持续发展的传承？在这次论坛上，知名策展人颜宓将会以中国蓝染、法国古法蕾丝以及苏州木艺为例，针对性地解析每一个案例的不同难点，并提出可能性的解决方案，以探讨传承与当代设计结合之路。此外，在案例分析中，将综合品牌运营者、设计师、手工业者的采访意见，从而让观点更具客观性。

Question about the balance of technics, art value and commercial value, the key to determine whether a design or a product, has the potential of being sustainably innovated and inherited. Aimed at this question, the famous curator Yanmi is going to use 2-3 cross-border case studies, China Indigo dye, the French Leavers Lace, Suzhou wood carving arts, to discuss how to combine the traditional artisan and contemporary design. In the case study, the views of brand managers, designers and craftsmen will be combined to provide a more objective view.



颜宓  
中国

Mimi Yan  
China

策展人  
知名媒体人  
“另一种传承”项目发起人

Curator  
“Elevated Memories”  
Creative Project Organizer

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### 探索设计认知的边界 Exploring the Boundary of the Cognition of Design

对事物的认知决定了一件事的高度和深度。同样在设计界也便是如此。设计要如何打破现有的认知继续往前？来自跨界的声音将会告诉你。

It's been more and more popular that the cognition of a matter decides its development. So does the cognition of designing. Here, the cognition of designing will be discussing.

03 / 20

14:00 - 14:40

## 人工智能时代的人类自我完善

Human Self-Improvement in the Age of Artificial Intelligence

董灏  
中国

Crossboundaries  
建筑设计事务所联合创始人/  
创新思考者

Hao Dong  
China

Crossboundaries  
Founding Partner / Creative Thinker



人工智能的到来,促使人类不得不重新反思自身的价值和定义;后工业时代的终结也迫使人类无法逃避开始偿还之前一个世纪对教育的欠账。

个体,集体,社区,社群,I or WE? 未来将是个体不断完善与集体虚拟化相互作用的时期。与此同时,教育自身面临着挑战,教育的对象也面临着重新定义。儿童的全面成长与成人的终身完善越来越汇聚成同一思考。

科技又赋予了时代更多的可能性,促使我们在更广阔的领域重新定义“人”。

The proliferation of artificial intelligence has created a renewed urgency to reflect on human values, identity, and ethics. The philosophical thinking that dominated the majority of our collective history must become increasingly concrete as we redefine who we are, and are presented with a unique opportunity to craft who we would like to be. Leaving behind the post-industrial and information age, a wholly new era will bring new meanings to previously held parameters of our own self-understanding. Individual, group, community, society, I and we, Us and them. With diligence, collaboration, and a bit of luck, each of these definitions will coexist without versus. The virtualization of our world should foster the continuous improvement of the individual and the community. Education faces a tremendous challenge – being redefined as the educated redefine themselves simultaneously. Artificial intelligence, however, represents more than simply increased access to information. It is also on the forefront of expanded definitions of humanity: a large scale exploration of empathy, ethics, and the self-improvement of human intelligence, non-artificial.

## 分主题4

### 探索设计认知的边界

Exploring the Boundary of the Cognition of Design

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14:55 - 15:35

## 设计未来的家和办公室

Design the Future Home and Office

ELSEWHERE相信,不久的未来每个人的家和办公室都会去中心化,延伸到城市的各个角落。因为如今,我们的工作和生活界限已经被打破,我们的“居住”和“办公”空间的界限也消失了。我们随时随地都在工作中生活,在生活中工作。ELSEWHERE在构建这样一个城市空间的网络 and 平台,希望以后我们可以随时随地使用更多不同的空间。

At ELSEWHERE we believe our life is more than our home and office. In the future, people's home and office will be extended to every corner of our cities, the boundary between our life and work has already been vanishing. So we started to think what kind of spaces we need in the future for our ever evolving city life.



范阳  
中国

城市共享空间公司  
ELSEWHERE 创始人

Yang Fan  
China

Founder & CEO of ELSEWHERE,  
a City Co-space Company

## 分主题4

### 探索设计认知的边界

Exploring the Boundary of the Cognition of Design

03 / 20

珠宝、艺术、美  
Jewelry.Art.Beauty

15:50 - 16:30



彭俊杰  
中国台湾

欧至宝艺术珠宝  
品牌代表

Vowsin Peng  
Taiwan, China

Manager of OV-colletta Jewelry

在人类文明发展中，“美”一直是不论外在的或内心的最好感受。美的欣赏、美的需求、美的向往，美以各种方式延伸在人、事、物上，并让我们传递给后代，艺术即是人类对美的精神传递，而珠宝（设计、风格、工艺）在人类世界发展史中，也承载着每个美好年代的记忆，也成为传承给后世最好的礼物。

在这次论坛演讲上，欧至宝艺术珠宝品牌的代表彭俊杰将会从珠宝设计的角度，为我们带来美的视听体验。

In the development of human civilization, "Beauty" has been the best in spite of external or inner feelings. The appreciation, necessity and desire of beauty has penetrated in people's lives and things, and pass on to offspring. Art is a form for human to pass the spirit of beauty. Jewelry invests the most precious memory for each golden years in the development of human through its designs, styles and technologies that make it the best gifts for us to pass on from generation to generation. In this speech, Vowsin Peng, the manager of OV-colletta Jewelry, will bring us the beauty of jewelry.



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## 一座城的精神探索 To Explore the Spirit of a City

世界本无城，城本无生命。城，改变了生命体寄存于世界的形态，生命体脱离平面，升至立面；城，改变了思维的方式，一维到四维，空间日渐复杂，思维日见精益。生命的迹象在构建城的一砖一瓦中，不断繁盛，精神之花在城市的角落含苞待放，静待有心之人的惊艳探索。

The world was flat before the city. The emergence of a city alters the way lives live in the world. Lives rise from the ground. Also, it changes the way to think, from single angle to dimensional perspectives. Lives nourish in every brick of the city, Mind prospers amid bricks. As the city is done, Mind settles down. Just wait to exploit right around the corner.

## 分主题5

### 一座城的精神探索

To Explore the Spirit of a City

03  
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## 深圳视野Workshop分享会

Talents in Shenzhen Workshop

10:30 - 11:10

城市精神对城市发展意义是深远的, 一个城市同样需要有自己的城市精神。来自意大利、西班牙等不同国家和地区以及中国本土的优秀设计师大咖, 聚集深圳共同探讨深圳的城市精神。参加本届家具展的首次试验展览“深圳视野”, 通过Workshop探索家具设计领域的新尝试, 每个设计师将展示自己的最新创意作品, 作品不局限于家具设计领域, 以“深圳”为题出发, 与之所发生关系的不同领域的设计师将有不同的阐释, 向观众展示原创设计力量。

Designers from different cities of the world recognized as cities design oriented (Milan, Valencia, Barcelona and Shenzhen) participate in a workshop where right after the prototypes are presented for the very first time on the Shenzhen Creative Week. Explanation for what is a workshop and the significance for a factory or brand to do a workshop.



### Tommaso Masera

意大利

Masera Design设计工作室创始人  
毕业于米兰理工大学工业设计专业  
曾担任工业设计师

Italy

Founder of Masera Design  
Industrial Designer  
Graduated in Industrial Design at  
Milan Polytechnic



李天

中国

中国年轻新锐设计师  
独立设计工作室JIHE STUDIO创始人

Tony Lee

China

Chinese Young Designer  
Founder of JIHE STUDIO

### Tobia Repossi

意大利

TR&Partners  
深圳市雷小贝设计有限公司  
创始人  
曾任意大利米兰理工大学设计学院和  
IED(欧洲设计研究所) 讲师

Italy

Founder of TR & Partners Design Company  
Formerly Lecturer at  
Politecnico di Milano Faculty of Design and  
IED (European Institute of Design)



### Clara del Portillo & Alex Selma

西班牙

西班牙工业设计师  
Yonoh Creative Studio创始人

Spain

Industrial Designer  
Founder of Yonoh Creative Studio



## 分主题5

### 一座城的精神探索

To Explore the Spirit of a City

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## 深圳视野Workshop分享会

Talents in Shenzhen Workshop

10:30 - 11:10



Eduardo Alessi

意大利 Italy

意大利工业设计师 Industrial Designer

Ettore Giordano

意大利

意大利工业设计师

Italy

Industrial Designer



Isaac Piñeiro

西班牙

西班牙产品设计师

Isaac Piñeiro设计工作室创始人

Nadadora设计工作室联合创始人

Spain

Product Designer

Founder of Isaac Piñeiro Design Studio

Co-founder of Nadadora Design Studio

Innocenzo Rifino

意大利

HABITS设计工作室联合创始人

2000年毕业于米兰理工大学工业设计专业

2012年完成博士学位,

研究物理计算应用于生活空间

Italy

Co-founder of HABITS studio in Milan

Graduated in Industrial Design

in 2000 at the Polytechnic of Milan

Completed a Ph.D. course studying

the Physical Computing applied in

living spaces in 2012



## 分主题5

### 一座城的精神探索

To Explore the Spirit of a City

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## 设计创新推动城市质量发展

Designscape:

Urban Quality through Design Innovation

11:25 - 12:05

现在,随着人口不断增长,越来越多人涌入城市居住,城市发展必须进入比质量、比可持续发展的新阶段,以促进社会的包容性。城市质量是一个广泛的概念,质量是城市的生命、是城市发展的根本动力,质量成就城市的未来。当今这个时代,各类设计的边界越来越模糊,跨界设计将是未来的发展趋势,使我们的城市生活更加丰富,带来更多的可变性。设计创新能影响城市质量的哪些方面?在新的城市时代,设计和城市是如何定义它们之间的关系?我们应该反思如何才能更好地处理这些问题?

Urban life today's main need us to provide a global level of quality increasing the level of social inclusion. Urban quality is such a wide concept that almost all the professions and sectors have an involvement and a role of responsibility. The trend of Design today is about to blur the boundaries between fields and sectors, with the result of important implications in city life. Which aspects of urban quality can Design affect? How design and city are defining their relation in the new urban era? What should we reflect on to better address this matter?

### Riccardo Balbo

意大利

建筑师

数字建筑设计 博士

欧洲设计学院 (IED) 院长

欧洲设计学院 (IED) 都灵校区 主任

Italy

Architect

PhD in digital architectural design and complex systems

Dean of IED Istituto Europeo di Design World Wide

Director of IED Turin, Italy



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## 深圳特有的设计机遇

Specific Design Opportunities

for Shenzhen

12:20 - 13:00



### Ole Bouman

荷兰 Netherlands

设计互联馆长  
前荷兰建筑学会总监

Design Society Director  
The Former Director of the Netherlands  
Architecture Institute

作为众所周知的“设计之都”，凭借着珠三角完备的工业生产基础，历经三十余年的发展，深圳俨然是一座大众创新和由设计驱动的企业舞台。是什么因素激发并合成了深圳这个“创意矩阵”？是这座城市中的公共部门、私人机构、机动性强的个人和小型企业，或是具有开创性的孵化器？亦或是创意这件事本身所具有的驱动力？在这场讲座中，我们将同您一道展望并绘制深圳的创意图景。这也是设计互联作为深圳一座新兴设计机构的使命：成为一座综合创新文化平台，以设计连接产业，帮助您在其中寻求机遇、发现伙伴。

Known as city of design, Shenzhen is a stage for mass innovation and design driven entrepreneurship, against the backdrop of the full-range industrial infrastructures in the Pearl River Delta, built up in 30+ years. What energizes and synthesizes this creative matrix? Is it the public sector, the private institutions, the agility of individuals and small companies, the groundbreaking incubators? Or is it the drive of creativity itself?

In this lecture, we envision and map out the creative landscape of Shenzhen together with you. This is what the new design institution for Shenzhen Design Society has in mind for its near future: to become a platform that helps you to navigate opportunities and to find your partners.

## 分主题5

### 一座城的精神探索

To Explore the Spirit of a City

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#### 设计食物 - 被吃下去的信息

Design Food - Editorial Edible Information

13:15 - 13:55



曾熙凯  
中国台湾

Studio Shikai  
创办人与设计总监

Shikai Tseng  
Taiwan, China

Founder & Design Director  
of Studio Shikai

设计对曾熙凯来说是一种探索自我与社会的工具。透过设计,我们得以反映出当下社会在物质与精神上的需求,进而透过设计向大众传达讯息。他发现,食物不仅可以满足人类基本生理需求,经由食物的巧妙设计,其甚至能演化为一个跨越阶级、文化的沟通工具,透过埋藏在不同感官的线索,在观众脑中建构一个强烈的讯息。此次与深圳国际家具展联合策划的「大城小食」即是在这样的架构下将深圳的活力、多元文化以及创造性转化为可以被食用的家具部件甜品,并邀请参展观众一起创造出属于自己的居家风格,绽放这座城市的无限可能。

For designer Shikai Tseng, design is a tool for passing his message to the society, however not everyone could appreciate and understand the art and design, but almost no one could refuse the attraction of the food. In recent years, in order to communicate with more audience, he dived into the food design world, and developed his own philosophy and method. He created "Eat Taipei", "Eatopia", and "A bite of ShenZhen Spirit" since 2015, merged the city stories with designed foods, let more people experience different cities and cultures through culinary journeys.

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#### 中芬合作-设计师的挑战与可能性

Cooperation between Finnish and Chinese -  
Challenge and Opportunity for the Designer

14:10 - 14:40

在这次论坛演讲中,两位来自芬兰的设计师 Tapio Anttila 和 Jonas Hakaniemi 将通过介绍以往在中国的设计经验和项目,分析芬兰设计师在中国设计的挑战与机遇,并分享关于跨国成功合作的三个要点。

By introducing their previous design works and experience, two Finnish designers Tapio and Jonas, are going to share what they have learned while designing and working in China and three key points to earn collaborations with Chinese manufacturers.



Tapio Anttila  
芬兰 Finland

芬兰著名全能型  
自由设计师  
Tapio Anttila  
Design Studio 创始人

Finnish Designer  
Founder of  
Tapio Anttila Design Studio



Jonas Hakaniemi  
芬兰 Finland

芬兰顶级设计大师  
Design Office Hakaniemi  
创始人

Finnish Designer  
Founder of  
Design Office Hakaniemi

# 6

## 设计提案：有态度，有理想 Design Proposal

来自爬梯的新锐设计品牌及设计师将会和我们分享他们关于设计的看法。

Designers of young brands from Design Pati will share their perspectives towards design. You'll see they way to look at design.

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## 设计，让民艺与世界对话

Design, the Tool to Make Craft  
Dialogue with the World

14:55 - 15:15

现如今，“设计”成为一种具有世界共通性的沟通语言；而“民艺”承载着五千年的历史，更是古今对话的媒介。由创始人程诗仪发起的国际民艺设计项目Craft+，将设计创意、工艺体验、文化旅行相结合，以当代思维去解构传统文化，用现代设计助推传统行业转型，用影像联接村寨与文化爱好者。让手艺人走到台前，让设计师成为社会发展的推动力，让消费者成为“设计者”；用“设计”使中国传统文化成为和世界对话的最佳方式。

Nowadays, "Design" become a language to connect the world. With the history of 5,000 years, "Craft" has been a medium for the modern to dialogue with the ancient. Craft+ Design Project, an international program about crafts, led by Ash Cheng, combined creativity, crafts and culture together to deconstruct the traditional culture by contemporary thinking, to push the traditional industries to transform by using art films to document those crafts almost forgotten by modern people. Let the craftsmen stand on the stage, let the designers become the driving force of social development, let the consumers become "the designer"; to make traditional Chinese culture become the best way to talk to the world by "Design". Ash will talk about how this program has been developing and its vision in the future.



程诗仪  
中国

Craft+国际民艺设计项目 创始人

Ash Cheng  
China

Founder of Craft+ Design Project

## 分主题6

设计提案:有态度,有理想  
Design Proposal

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### 家的弹性力— 城市住房变革与居住空间张力 Resilience of Home — Urban Housing Reform and Living Space Tension

15:15 - 16:35



温可沁  
中国

minimore联合创始人

Irina Wen  
China

Co-founder of minimore

这些年,我们的“房”和“住”都发生了很大的变化,包括人们的生活行为和居住需求。面对这种变化,我们的家该如何应对?是什么原因让我们的家缺乏适应变化的可能?而这种变化的弹性,实质是通过家具来展现的。在这个过程中,我们应该如何提高家的弹性?变化后的家又会给我们带来怎样的居住体验?

In recent years, great changes have taken place in our “house” and “living”, including people's living behavior and living needs. How should the housing cope with this change? What makes our home lack the chance to adapt to change? The essence of the resilience we hope to obtain is actually revealed through furniture. In this process, how should we improve the resilience of the home? And what kind of residential experience do we have after our home being resilient?

## 分主题6

设计提案:有态度,有理想  
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21

### 设计的核心价值——可感知设计 The Core Value of Design— Perceivable Design

16:35 - 16:55

章俊杰  
中国

中国美术学院工业系系主任/副教授  
设计学博士  
SOZEN 素生设计创始人

Junjie Zhang  
China

Vice dean of the industrial design  
Department - China Academy of  
Art / Associate professor  
Ph. D. in design study  
Founder SOZEN design studio



在这次论坛上,素生创始人章俊杰将会引导我们用设计的思维去分析当下的设计走向。设计的核心价值是可感知设计,而价值的判断是设计的基础,清晰的目标导向让设计更能实现价值。设计是提升价值的一种方式;设计也是一种手段,不是单一的技术,它同时能够赋予价值,让创意设计更具活力。

What is the core value of design? Junjie Zhang, the founder SOZEN design studio, will give us his perspective to this question. The core value of design requires a clear goal and an orientation. They will help realize the value. Design is a way to enrich the value, and a way to empower value. It is perceivable. The perceivable design will help reach the core value of design.











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